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AUTHOR
Havelock, Ronald G.

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ABSTRACT

This bibliography was compiled for the purpose of identifying and reviewing literature relevant to the topic: "Utilization and Dissemination in all Fields of Knowledge." (JL)

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BIBLIOGRAPHY
ON
KNOWLEDGE UTILIZATION AND DISSEMINATION

RONALD G. HAVELOCK, Ph.D
PROJECT DIRECTOR

AA000 362

ISR

Center for Research on Utilization of
Scientific Knowledge

Institute for Social Research The University of Michigan Ann Arbor, Michigan

BIBLIOGRAPHY

on

KNOWLEDGE UTILIZATION AND DISSEMINATION

Ronald G. Havelock, Project Director

This bibliography was compiled for the purpose of identifying and reviewing literature relevant to the topic: "Utilization and Dissemination in all Fields of Knowledge." Work was performed under contract with the U.S. Office of Education, Research Utilization Branch, Project #7-0028.

A Full Report on this project, tentatively titled:

The Dissemination and Utilization of
Knowledge: A Model and Comparative Survey

should be available in the latter part of 1968 through the Educational Resources Information Center (ERIC) of the U.S. Office of Education. This report will be based on a detailed screening, analysis, classification and synthesis of the references contained in this bibliography.

Center for Research on
Utilization of Scientific Knowledge

Institute for Social Research
University of Michigan

1968

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V. Bibliography 1

I. EXPLANATORY NOTES

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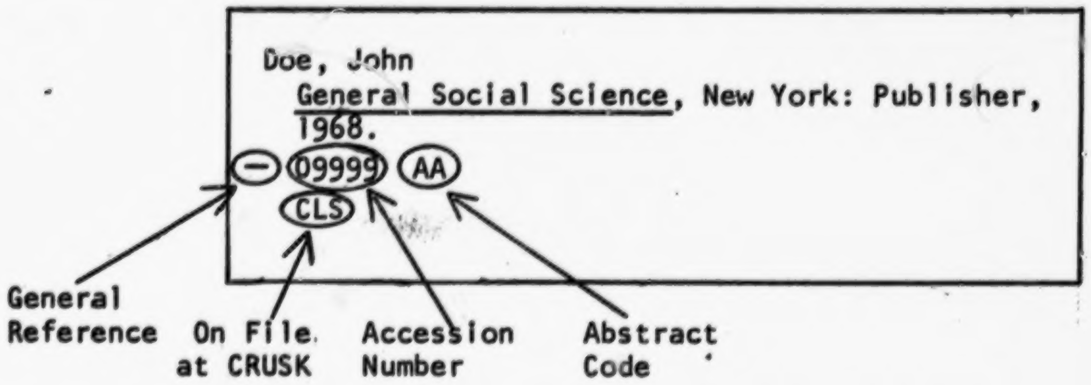

Doe, John
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II. PROCEDURES USED TO ESTABLISH RELEVANCE FOR INCLUSION

A. Instructions to Searchers and Initial Training

The project began with a series of meetings at which a definition of the project goals, limits, and areas of focus were spelled out and agreed on by the staff as a whole. Prior to this time staff members had read the project proposal and two background documents (Havelock and Benne: AN EXPLORATORY STUDY OF KNOWLEDGE UTILIZATION, CRUSK #3872, and Rogers, E.M., DIFFUSION OF INNOVATIONS, CRUSK #01824). These documents laid out the basic variables related to utilization and/or dissemination.

The searchers were also provided with additional materials specifically designed to define the relevant topic areas and key concepts. These included: (1) a list of "Key Terms"; (2) a list of "Concepts Related to Utilization" ordered schematically to correspond to stages in the movement of knowledge from conception to consumption"; and (3) a search guide in the form of a preliminary outline or schematization of the topic area viewed first as a social communication system and second as an interpersonal process. These documents are included in the following pages.

B. Key Terms Used in Initial Index Search

(Only articles which stated or implied one of the following phrases were included)

Acceptance
Adaptation
Adoption
Application
Assimilation
Communication
Diffusion
Dissemination
Distribution
Exchange
Flow
Reception
Rejection
Retrieval
Transfer
Transmission
Utilization

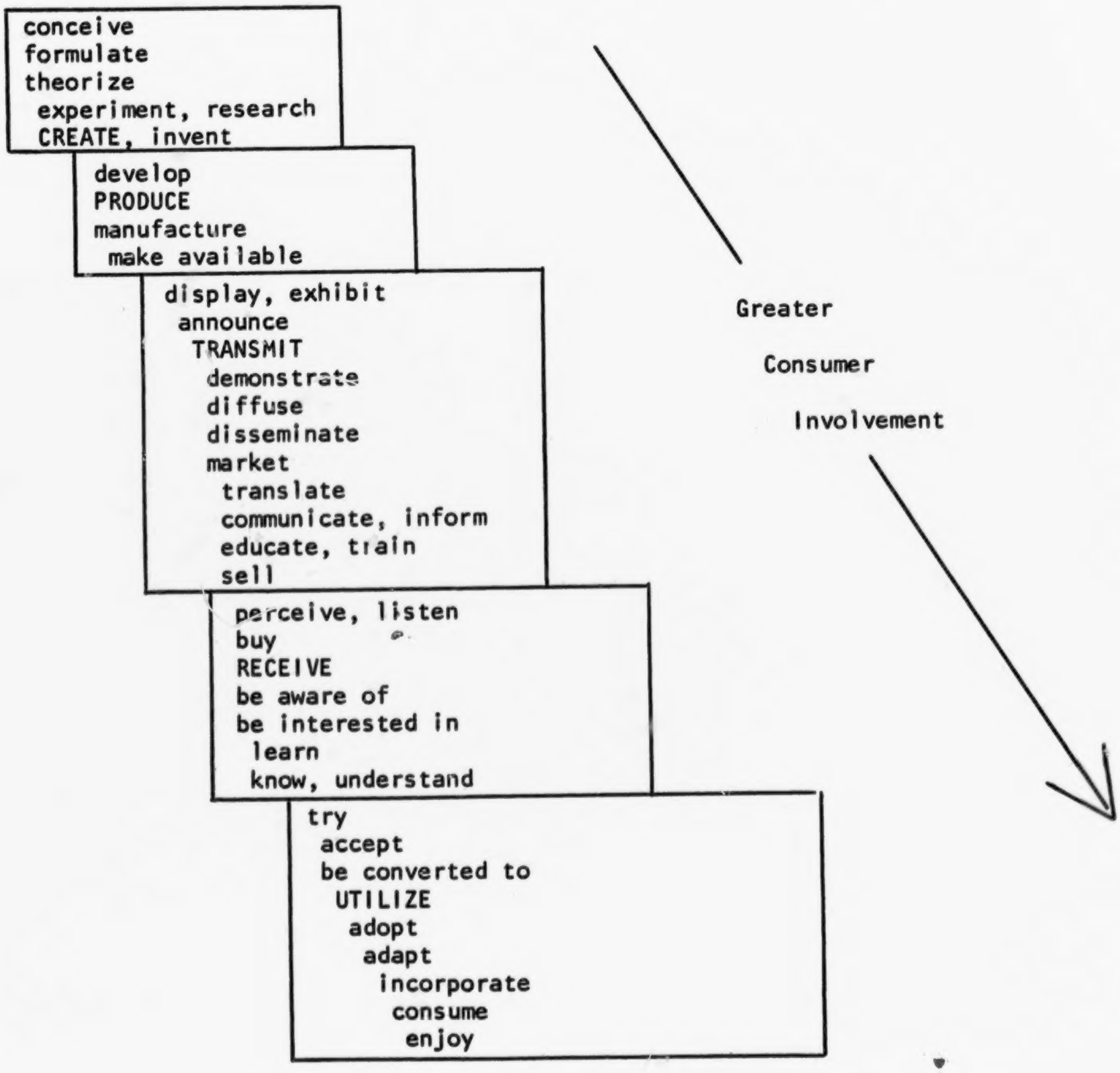
of

Innovations
New Knowledge
New Practices
New Products
Research
Scientific Information
Scientific Knowledge
Technology

C. Concepts Related to Utilization

Below are listed a sequence of processes which could be related to dissemination and utilization. They are ordered into five groups according to the directness or immediacy of their relevance to the receiver's internal processes of utilization and consumption. Emphasis in the bibliography is directed toward the middle and lower end of this sequence. It is felt that the various processes related to creation and production of knowledge are adequately covered in other sources.

It should also be noted that terms related to transmission are thought of as processes going on outside the receiver in which the actor is an outside person or agency (the "sender").



conceive
formulate
theorize
experiment, research
CREATE, invent

develop
PRODUCE
manufacture
make available

display, exhibit
announce
TRANSMIT
demonstrate
diffuse
disseminate
market
translate
communicate, inform
educate, train
sell

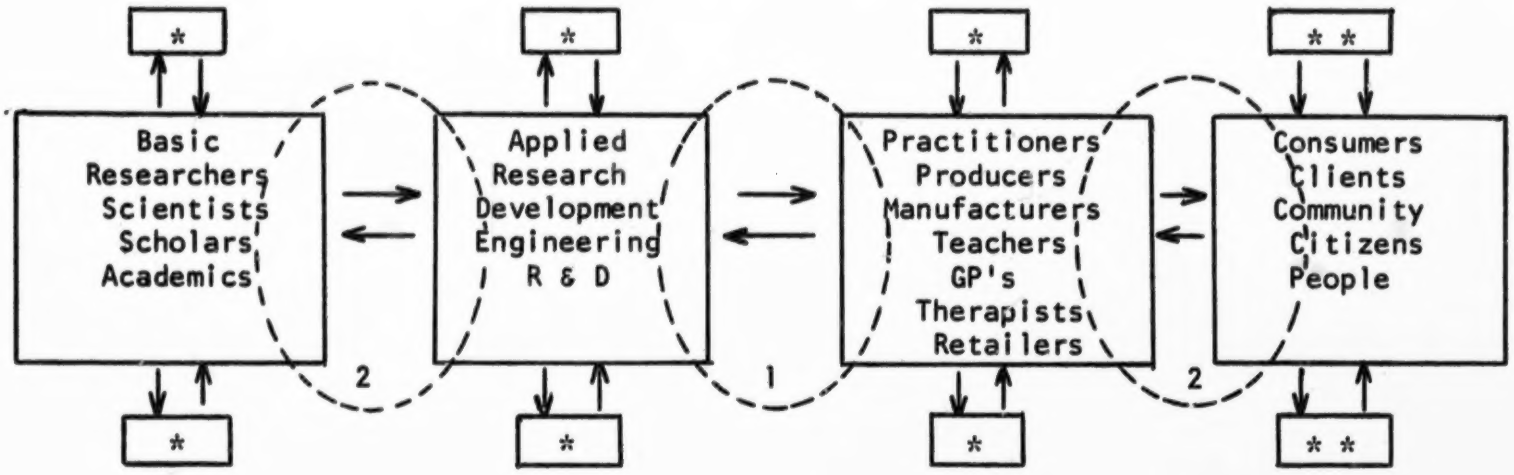
perceive, listen
buy
RECEIVE
be aware of
be interested in
learn
know, understand

try
accept
be converted to
UTILIZE
adopt
adapt
incorporate
consume
enjoy

D. Literature Search Guide

1. Dissemination and Utilization Viewed as a System

a. Knowledge Flow Systems: Patterns, Networks, Structures, Chains, Groups, Interfaces, Relations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*
*
* *
Basic
Researchers
Scientists
Scholars
Academics
Applied
Research
Development
Engineering
R & D
Practitioners
Producers
Manufacturers
Teachers
GP's
Therapists
Retailers
Consumers
Clients
Community
Citizens
People
2
1
2
*
*
*
* *

Key to Flow System Diagram:

* Intradisciplinary and interdisciplinary contacts.
** Other consumers, friends, acquaintances, neighbors, opinion leaders.

① Area of primary relevance and emphasis.

② Areas of secondary relevance.

Not pictured but also relevant are direct linkages between basic research and practice and between researchers and consumers. It is recognized that actual organizational forms will not necessarily correspond to the idealized flow system pictured. Various organizations and roles may exist within or between each of the four entities represented here.

b. Support Systems for Knowledge Flow

Any social systems or institutions which support or limit knowledge flow through these functions:

a) Funding: financial support, grants, contracts, profits
b) Training: educating to fill knowledge flow roles
c) Recruiting: staffing for knowledge flow roles
d) Controlling: coordinating, goal setting, decision making, leading

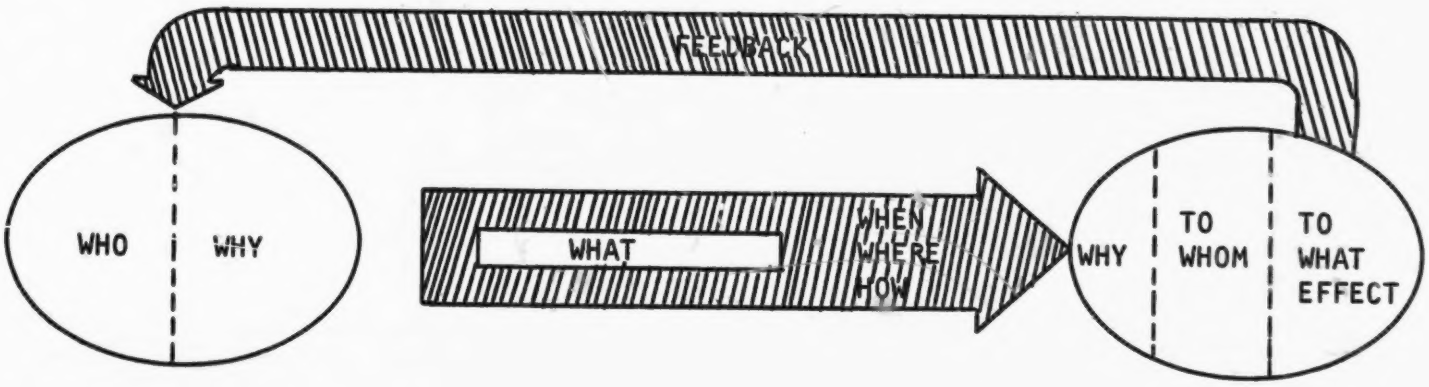
D. Literature Search Guide, continued

e) Protecting: defending the rights and interests of established groups
f) Planning: planning changes, predicting future needs, stimulating growth

References on organizations, bureaucracies and institutional structures, arrangements, and functions such as those listed above were included in the bibliography only if such issues were discussed within the context of the flow of new knowledge from research to practice.

D. Literature Search Guide, continued

2. Dissemination and Utilization Viewed as a Process



WHO:
- Communicator
- Speaker
- Initiator
- Sender

WHERE:
- Setting
- Context
- Geographic Location
- Area
- Distance

TO WHOM:
- Receiver
- Listener
- Audience

HOW:
- Mechanisms
- Strategies
- Ways
- Means
- Methods
- Channels
- Medium
  - Informal Contacts
  - Conferences
  - Courses
  - Workshops
  - Seminars
  - Publications
  - Mass Media

WHAT:
- Knowledge
- New Knowledge
- Research
- Scientific Research
- Scientific Knowledge
- Products
- Information
- Innovations
- Practices
- New Practices
- Data

Fields:
- Education
- Medicine
- Public Health
- Mental Health
- Technology
- Agriculture
- Law
- Social Welfare
- etc.

WHEN:
- Timing
- Stages
- Phase
- Duration
- How Long
- How Long Ago
- Sequence

WHY:
- Motivation
- Drive
- Resistance
- Interest
- Initiative
- Need

TO WHAT EFFECT:
- Result
- Criterion
- Dependent Variable
- Improvement
- Success-Failure
- Effectiveness
- Feedback

III. MAJOR REFERENCES SCREENED FOR THE BIBLIOGRAPHY

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IV. THE RESEARCH STAFF

The following people participated in the search activities which led to the compilation of this bibliography.

Janet L. Chapman

Susan R. Chacin

Alan E. Guskin

Marjorie J. Hill, Ph.D.

Lynne E. Hirschfeld

Jeanne S. Hurley

Stuart E. Lawrence

Iraj Mahdavi

Craig A. McEwen

Alicia C. Nelson

Nancy Tucker

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